

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 19-25, 1983 2

New York Time										New York Time															
Duration				NIELSEN AVERAGE				Duration				NIELSEN AVERAGE													
Day				AUDIENCE				Day				AUDIENCE													
Ntwk				Households				Ntwk				Households													
Program Name				(000) %				Program Name				(000) %													
No. Sta.				Share %				No. Sta.				Share %													
Prog. Covg.				Prog. Covg.				Prog. Covg.				Prog. Covg.													
EVENING																									
A TEAM				8:37	60	TUE.	N	18,350	21.9	33	205	99	LEPRECHAUN'S XMAS GOLD(S)				8:39	30	TUE.	A	6,870	8.2	12	198	98
ABC NEWSBRIEF-M-F				VAR	01	M-F	A	12,650	15.1	23	183	95	LOTTERY				9:00	60	FRI.	A	10,480	12.5	20	193	98
ABC NEWSBRIEF-SAT.				9:58	01	SAT.	A	12,320	14.7	31	200	98	LOVE BOAT				9:00	60	SAT.	A	13,740	16.4	34	206	99
ABC NEWSBRIEF-SUN.				9:58	02	SUN.	A	8,550	10.2	19	197	97	MAC DAVIS-MUSIC OF XMAS(S)				10:00	60	FRI.	N	8,630	10.3	17	185	96
ABC SPORTS UPDATE-SAT				8:58	01	SAT.	A	10,890	13.0	27	194	97	MAGNUM, P.I.				8:00	60	THU.	C	18,690	22.3	34	203	99
ABC SPORTS UPDATE-SUN				8:27	01	SUN.	A	9,720	11.6	23	196	98	MAMA'S FAMILY				8:30	30	THU.	N	12,820	15.3	23	181	94
ABC SUNDAY NIGHT MOVIE				9:00	176	SUN.	A	8,800	10.5	21	202	98	MANIMAL				9:00	60	SAT.	N	8,720	10.4	21	192	98
ABC WORLD NEWS TONIGHT				6:30	30	M-F	A	10,060	12.0	21	204	99	MASQUERADE				9:00	60	THU.	A	9,800	11.7	18	193	98
ABC WRLD NEWS TONIGHT-SUN				6:30	30	SUN.	A	6,290	7.5	19	160	87	MATT HOUSTON				10:00	60	FRI.	A	11,730	14.0	24	188	97
AFTERMASH				9:00	30	MON.	C	15,170	18.1	26	199	99	MOVIE OF THE WEEK-FRIDAY				8:00	120	FRI.	N	8,880	10.6	18	175	95
ALICE				8:00	30	SUN.	C	11,480	13.7	27	198	99	NBC MONDAY NIGHT MOVIES				9:00	120	MON.	N	12,910	15.4	23	190	95
AUTOMAN				8:00	60	THU.	A	11,980	14.3	22	193	97	NBC NEWS DIGEST-M-F				VAR	01	M-F	N	11,150	13.3	20	171	85
BENSON				8:00	30	FRI.	A	14,330	17.1	29	205	99	NBC NEWS DIGEST-2 M-F				VAR	01	TU&TH	N	9,390	11.2	18	177	88
BOB HOPE CHRISTMAS SPEC.(S)				8:00	60	MON.	N	17,180	20.5	30	203	99	NBC NEWS DIGEST-SAT				8:58	01	SAT.	N	9,390	11.2	23	175	89
BUFFALO BILL				9:30	30	THU.	N	12,650	15.1	23	193	97	NBC NEWS DIGEST-2-SAT.				9:58	01	SAT.	N	8,130	9.7	20	175	90
CBS EVENING NEWS-RATHER				6:30	30	M-F	C	11,980	14.3	24	202	99	NBC NEWS DIGEST-SUN				8:58	01	SUN.	N	9,050	10.8	20	188	88
CBS EVENING NEWS-DEAN(B)				6:30	30	SUN.	C	2,850	3.4	8	88	44	NBC NIGHTLY NEWS-SUN				6:30	30	SUN.	N	5,780	6.9	17	167	86
CBS SAT. NEWS-SCHIEFFER				6:30	30	SAT.	C	9,220	11.0	23	160	91	NBC NIGHTLY NEWS				6:30	30	M-F	N	9,970	11.9	20	205	99
CBS SAT. NIGHT MOVIE				9:00	120	SAT.	C	9,470	11.3	24	201	99	NBC SUNDAY NIGHT MOVIE				9:00	120	SUN.	N	11,230	13.4	26	202	99
CBS WEDNESDAY NIGHT MOVIE				9:00	120	WED.	C	10,390	12.4	20	198	99	NEWHART				9:30	30	MON.	C	14,500	17.3	25	197	99
CHEERS				9:00	30	THU.	N	15,340	18.3	27	193	95	NEWSBREAK-M-F				VAR	VAR	M-F	C	13,410	16.0	24	180	91
CUTTER TO HOUSTON				8:00	60	SAT.	C	5,780	6.9	15	185	94	NEWSBREAK-SAT.				8:58	01	SAT.	C	5,950	7.1	15	182	91
DALLAS				9:00	60	FRI.	C	20,780	24.8	41	202	99	NEWSBREAK-SUN.				8:58	01	SUN.	C	11,310	13.5	26	184	93
DIFF'RENT STROKES-SAT.				8:00	30	SAT.	N	11,900	14.2	30	201	98	NFL MONDAY NIGHT FOOTBALL				9:00	202	MON.	A	19,780	23.6	39	211	99
DUKES OF HAZZARD				8:00	60	FRI.	C	14,670	17.5	30	202	99	OH MADELINE				9:39	30	TUE.	A	12,570	15.0	24	201	98
DYNASTY				9:00	60	WED.	A	19,940	23.8	36	205	99	ONE DAY AT A TIME				8:30	30	SUN.	C	11,650	13.9	26	200	99
EMERALD POINT,N.A.S.				10:00	60	MON.	C	11,560	13.8	22	197	99	REAL PEOPLE				8:00	60	WED.	N	13,660	16.3	25	200	97
FACTS OF LIFE				9:00	30	WED.	N	15,340	18.3	28	194	98	RIPLY'S BELIEVE IT-NOT				7:00	60	SUN.	A	9,130	10.9	23	188	95
FALCON CREST				10:00	60	FRI.	C	17,930	21.4	36	201	99	ROUSTERS SPECIAL(S)				9:37	60	TUE.	N	10,480	12.5	20	194	97
FALL GUY				8:00	60	WED.	A	17,260	20.6	32	203	98	ST. ELSEWHERE				10:00	60	WED.	N	10,480	12.5	21	198	95
FAMILY TIES				9:30	30	WED.	N	13,910	16.6	25	191	97	SCARECROW & MRS. KING				8:00	60	MON.	C	14,750	17.6	26	201	99
FANTASY ISLAND				10:00	60	SAT.	A	11,310	13.5	28	203	99	SILVER SPOONS				8:30	30	SAT.	N	12,150	14.5	30	195	98
FIRST CAMERA				7:00	60	SUN.	N	3,940	4.7	10	176	92	SIMON & SIMON				9:00	60	THU.	C	20,700	24.7	37	198	99
FOR LOVE AND HONOR				10:37	60	TUE.	N	7,880	9.4	17	197	99	60 MINUTES				7:00	60	SUN.	C	14,670	17.5	37	206	99
GEN.FOODS GOLDEN SHOWCASE(S)				9:38	120	TUE.	C	18,690	22.3	38	199	99	T.J. HOOKER				8:00	60	SAT.	A	9,890	11.8	25	199	99
GIMME A BREAK				8:00	30	THU.	N	13,160	15.7	25	177	93	THAT'S INCREDIBLE				8:00	60	MON.	A	12,650	15.1	23	192	95
GOODNIGHT, BEANTOWN				9:30	30	SUN.	C	13,910	16.6	31	200	99	THREE'S COMPANY				9:09	30	TUE.	A	9,220	11.0	16	199	97
HARDCASTLE & MCCORMICK				8:00	60	SUN.	A	9,800	11.7	23	203	99	TRAPPER JOHN, M.D.				10:00	60	SUN.	C	14,830	17.7	34	197	99
HART TO HART				10:09	60	TUE.	A	13,660	16.3	28	204	99	20/20				10:00	60	THU.	A	9,800	11.7	19	193	98
HILL STREET BLUES				10:00	60	THU.	N	15,080	18.0	29	202	97	WALT DISNEY(S)				8:38	60	TUE.	C	15,920	19.0	28	195	99
HOTEL				10:00	60	WED.	A	17,850	21.3	35	204	99	WEBSTER				8:30	30	FRI.	A	14,500	17.3	29	205	99
JEFFERSONS				9:00	30	SUN.	C	15,000	17.9	34	200	99	WHIZ KIDS				8:00	60	WED.	C	8,210	9.8	15	181	94
KNIGHT RIDER				8:00	60	SUN.	N	10,640	12.7	25	210	99	YELLOW ROSE				10:00	60	SAT.	N	7,880	9.4	20	202	98
KNOTS LANDING				10:00	60	THU.	C	18,100	21.6	35	195	99	NUMBER OF PROGRAMS				87								

Δ Partial time interruption within program.

+ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,800,000

DECEMBER 19-25, 1983 4

(S) Special or Preempting Program. (B) Breakout due to coverage or change in telecast day.

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U.S. TV Households: 83,800,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 19-25, 1983 6

Program Name	New York Time		Day	Ntwk	NIELSEN AVERAGE AUDIENCE				No. Sta.	Prog. Covg.
	Duration	Households (000)			%	Share %				
WEEKEND DAYTIME (CONT)										
MENUDO-8:25AM	8:25	04	SAT.	A	3,520	4.2	25	183	93	
MENUDO-10:25AM	10:25	04	SAT.	A	4,860	5.8	19	200	99	
MR. T	11:00	30	SAT.	N	8,630	10.3	30	202	98	
MONCHHICHIS	9:00	30	SAT.	A	3,690	4.4	19	195	98	
NBA ON CBS SPECIAL(S)	3:30	180	SUN.	C	5,700	6.8	19	194	97	
NCAA BSKBL GAME-SUN-SPEC.(S)	4:00	120	SUN.	N	5,280	6.3	18	181	94	
NFL '83-NBC-SA(S)	3:30	30	SAT.	N	6,030	7.2	18	208	99	
NFL FTBL GAME-NBC-SAT(S)	4:00	180	SAT.	N	13,410	16.0	35	210	99	
ONE TO GROW ON-8:28AM	8:28	02	SAT.	N	3,350	4.0	26	199	96	
ONE TO GROW ON-8:58AM	8:58	02	SAT.	N	4,780	5.7	27	197	96	
ONE TO GROW ON-10:28AM	10:28	02	SAT.	N	8,550	10.2	32	210	99	
ONE TO GROW ON-10:58AM	10:58	02	SAT.	N	8,550	10.2	30	198	96	
ONE TO GROW ON-12:28PM	12:28	02	SAT.	N	6,200	7.4	20	166	86	
PAC-MAN	9:30	30	SAT.	A	4,110	4.9	17	200	99	
PLASTICMAN	10:00	30	SAT.	C	3,520	4.2	14	196	97	
PUPPY-FURTHER ADVENTURES	11:00	30	SAT.	A	5,700	6.8	20	197	96	
RASCALS/RICHIE RICH	8:30	30	SAT.	A	3,850	4.6	21	195	98	
RUBIK, THE AMAZING CUBE	10:00	30	SAT.	A	5,110	6.1	21	200	99	
SATURDAY SUPERCAR	8:30	60	SAT.	C	3,690	4.4	20	187	95	
SCHOOLHOUSE ROCK-11:55AM	11:55	04	SAT.	A	4,860	5.8	17	195	95	
SCOOBY & SCRAPPY DOO SHOW	11:30	30	SAT.	A	5,780	6.9	20	195	95	
SHIRT TALES	8:30	30	SAT.	N	4,110	4.9	25	197	96	
SMURFS I	9:00	30	SAT.	N	6,540	7.8	31	210	99	
SMURFS II	9:30	30	SAT.	N	8,300	9.9	35	210	99	
SMURFS III	10:00	30	SAT.	N	8,550	10.2	33	210	99	
SPIDERMAN/HULK 1	11:30	30	SAT.	N	6,370	7.6	22	169	87	
SPIDERMAN/HULK 2	12:00	30	SAT.	N	6,290	7.5	20	166	86	
SPORTSWORLD(S)	2:00	120	SUN.	N	3,180	3.8	11	145	85	
SUN BOWL(S)	3:02	178	SAT.	C	7,710	9.2	21	201	99	
SUNDAY MORNING	9:00	90	SUN.	C	4,530	5.4	25	172	94	
THIS WEEK-DAVID BRINKLEY	11:30	60	SUN.	A	2,350	2.8	10	160	92	
THUNDARR	12:30	30	SAT.	N	5,700	6.8	18	150	84	
NUMBER OF PROGRAMS 57										

Δ Partial time interruption within program.

* Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

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U.S. TV Households: 83,800,000